

CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 05/07/02
AGENDA ITEM 3
WORK SESSION ITEM _____

TO: Mayor and City Council
FROM: Director of Community and Economic Development
SUBJECT: Program to Address the Appearance of Buildings in Downtown Hayward

RECOMMENDATION:

It is recommended that City Council adopt the attached resolution approving a building improvement program for downtown Hayward.

DISCUSSION:

Following the vote by property owners to not implement the larger sidewalk improvement program for the downtown area, a small group of property owners began to explore ways in which efforts to improve downtown could continue. Calling itself Downtown Image, this group conducted a survey of property and business owners. It concluded that, while much has been done to improve downtown, there remains a need to improve the appearance of many buildings downtown. Over the course of a few months, Downtown Image presented its findings to staff and the Council Downtown Committee.

On April 22, 2002 the Downtown Image group made a presentation to the CDC requesting the City's assistance in improving the appearance of downtown Hayward. At that meeting, staff proposed a program that offered rebates to owners with the least amount of "red tape." Rebates -- which would be paid after buildings had been painted and new awnings and signs put up -- seemed to involve the least "red tape" while providing a mix of incentives to spur owner participation. The proposed program would offer the following rebates--

- Up to \$2,000 for painting building exterior(s) or
- 100% of the cost of washing a building that had been painted within the past three years for which the paint was in good condition.

The following rebates would be available only in conjunction with painting (or washing) a building:

- 100% rebate for replacement of awning coverings;
- 100% rebate for awning frames that are broken or not in compliance with current fire and building code requirements;

- 50% rebate for the cost of purchasing and installing new signs -- up to a maximum City contribution of \$10,000; and
- 100% of the cost of removing old signs on vacant buildings.

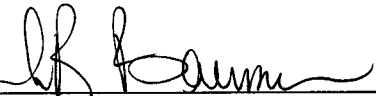
To be eligible for the rebate, paint, awnings and signage must meet the Downtown Design Guidelines. A pallet of paint colors and awning coverings, approved by the Marks Historic District's Citizens Advisory Board (CAB), will be developed for owners to use. Should an owner wish to use paint colors or awning coverings that differ from the approved pallet, the owner must submit the concept for CAB and planning staff review. All new signs must meet the requirements of the City's Sign Ordinance.

The ceiling on the painting rebate is \$2,000 because the federal CDBG program is proposed to be the source of program funds. If more than \$2,000 of federal funds is invested in a construction project, then federal Davis-Bacon wage standards must be used and payrolls monitored. There is approximately \$350,000 available to in the CDBG façade program to fund these rebates. A map of the proposed area is attached.

Program rebates would be on a first-come, first-served basis. Either owners or tenants could apply. Tenants would be required to have written authorization from owners in order to participate. The program would be advertised through information in the Chamber of Commerce and the BIA newsletters and through letters to property owners and tenants. In addition, the City will work with the Downtown Image group and other business owners to inform downtown merchants about this opportunity. Program materials will include information about past and current programs and progress in the downtown. The focus will be on business and property owners joining the BIA, the Chamber, the City and the Shop Hayward First and Downtown Image groups in a team approach to downtown revitalization. Owners registering to participate in the program will receive a copy of the Downtown Design Guidelines, a copy of the pallet of paint colors and awning coverings, and a copy of the City's Sign Ordinance.

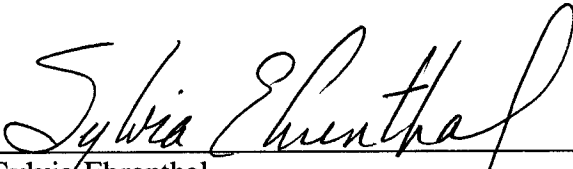
At its April 22 meeting, the CDC voted unanimously to endorse the program and recommend its approval to the City Council.

Prepared by:




Ann R. Bauman, Neighborhood and
Economic Development Manager

Recommended by:



Sylvia Ehrenthal
Director of Community and Economic Development

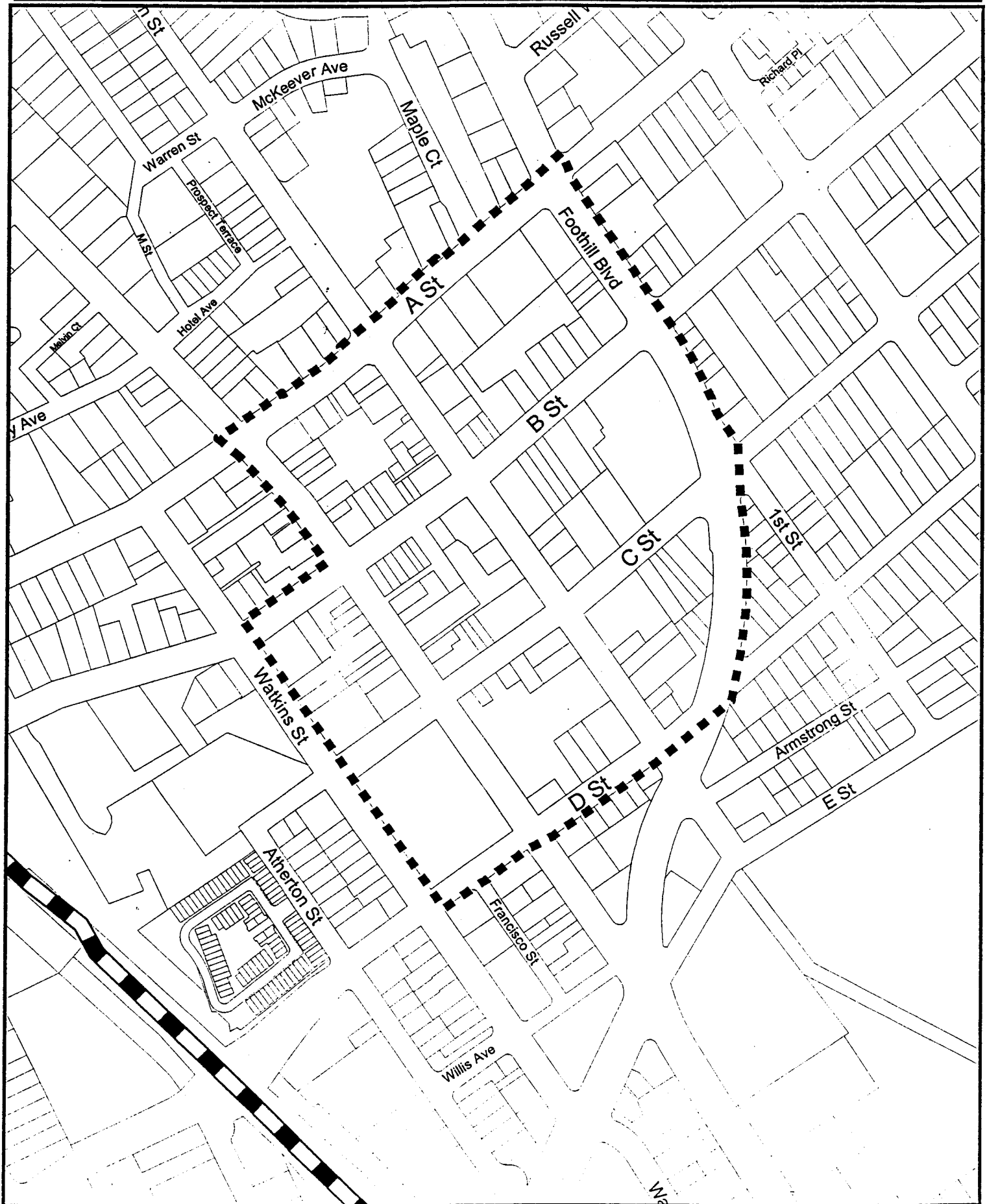
Approved by:



Jesús Armas, City Manager

Attachment A: Proposed Program Area Map
Resolution

Attachment A: Proposed Program Area



DRAFT

HAYWARD CITY COUNCIL

RESOLUTION NO. _____

Introduced by Council Member _____

**RESOLUTION APPROVING A BUILDING
IMPROVEMENT PROGRAM**

WHEREAS, City Council approved Community Development Block Grant funds for a downtown facade improvement program; and

WHEREAS, at least \$350,000 of those funds will be available as rebates for eligible program activities.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Hayward hereby approves the proposed Downtown Facade Rebate Program in order to improve the appearance of the buildings in the Downtown Hayward Area.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2002

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward